SUNDAY SALES FACT SHEET

- 20 state stores will be open noon to 5 p.m. Sundays beginning Sept. 4, 2005.
- The two-year pilot project will determine the economic feasibility of Sunday sales.
- A report on the project will be sent to the Legislature by Jan. 31, 2007.
- First-year gross sales are expected to increase $3.87 million; second-year sales $5.68 million for a total $9.55 million in two years.
- Liquor Control Board operates 161 state stores and has oversight for 152 contract stores.
- State stores selected for pilot program are those with the greatest potential to generate retail sales.
- Factors used to determine pilot stores included proximity to shopping areas, proximity to major arterial streets, and retail sales performance.
- Thirty-six contract stores also have chosen to open from noon to 5 p.m. Sundays during the two-year pilot program.
- Contract store performance data will not be included in the final report.
- Contract stores may discontinue Sunday sales during the pilot program if their sales do not meet expectations or for any other reasons their operators cite.

In-Store Merchandising Program

- Sunday sales bill also contained funding for a separate program to improve in-store merchandising in all 161 state stores.
- The in-store merchandising program will be conducted in conjunction with the Sunday sales program.
- An in-store merchandising manager is being hired to improve product displays, provide better product information and coach store personnel on how to achieve increased product exposure and improved customer service.
- The Liquor Control Board will closely monitor how improved in-store merchandising program impacts gross sales in all 161 state stores during the two-year pilot period.
- New in-store merchandising strategies are expected to produce a one percent increase in gross sales in all 161 state stores for each year of the two-year pilot program.
- Gross sales are expected to increase $6.5 million the first year and $6.7 million the second year for a total of $13.2 million.